

Boston Main Streets **IN BRIEF**

Building vibrant commercial districts

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Boston Main Streets

"In Brief" is a bi-monthly newsletter of the Main Streets' staff and district managers. It communicates important policy update, district highlights, design, promotion, economic restructuring and organization technical tips, and event and media announcements to all involved in the Main Streets collaboration.



www.BostonMainStreets.com

26 Court Street

Boston, MA 02108

Tel 617.635.0115

Fax 617.635.0282

Emily Haber, Program Director

Do you have any technical tips or other news we can all use?

Send comments on and contributions to "In Brief" to

MainStreets@ci.boston.ma.us

Editor: Patricia R. Connolly

Check out our Boston Main Streets show **"Making Your Neighborhood Work"** every Wednesday @ 2:00pm on BNN. Cable channel 9 or 22, See repeats of the show throughout the week on Wed @ 10:30pm, Thurs @ 6:30 am; Sat. @ 10:30 am; Mon. @ 2:00 am. The show can also be seen on RCN cable 15 or 16.

Dining on Main Streets

Membership in Main Streets means benefits and rewards to both businesses and residents. With the advent of the citywide Shopping on Main Streets Membership Campaign this year, we are able to tap into the power of a much larger group of members. With this in mind, Boston Main Streets approached the Boston Globe about discounted group advertising rates for Main Streets Business Members. The result is a Dining on Main Streets ad section in the City Weekly Section on September 28th. Restaurants, cafes, bakeries, food markets and other food related businesses are eligible if they are Main Street Business Members. Main Street Managers sent out a direct mailing to all businesses of this type outlining the offer, which is a great opportunity for businesses to advertise citywide at a substantial savings. We look forward to offering more of these saving during future "on Main Streets" events.

Clean Team Ambassadors

Boston Main Streets in conjunction with City of Boston Mayor Thomas M. Menino, had a great opportunity for three weeks in August to hire 19 Clean Team Ambassadors through the Boston Youth Fund. The Clean Team Ambassadors were visible in Boston Main Streets districts. The South Boston Chamber of Commerce also participated in a continuing effort to work with their business district. They had direct contact with business owners regarding cleanliness, distributed literature and participated on simple beautification matters around the districts. "I am pleased to have the Clean Team working in the Main Streets districts of Boston," said Mayor Menino. "Their efforts will not only help beautify and clean up our commercial areas but also promote economic activity. A clean business district is a welcoming one."



2003 Clean Team Ambassadors



Clean Team Kickoff

Festival of Fire, June 2003

Mission Hill Main Streets

Rain could not put off this year's Festival of Fire. For the second year in a row Mission Hill Main Streets and Diablo Glass & Metal put on a fabulous event. The festival makes arts approachable for people of all ages. It offers the public as well as artists from all over Boston the opportunity to share in the creative experience. Local artists displayed their work, glass-blowing demonstrations were held, art-oriented projects were available for children of all ages and musicians, dancers, and puppet performers provided entertainment. The food vendors represented the cultural diversity of the Mission Hill community, and the event ended after dark with a performance by fire spinners.

Countdown to Kindergarten 2003:

September 4, 2003, EBMS held its 3rd annual Countdown to Kindergarten Day Parade. The Mayor joined the EBMS staff and over 50 children and their parents at Central Square Park and then paraded through the district wearing their yellow "I'm Going to Kindergarten" T-shirts. The participating merchants gave each child a gift. The day ended with a pizza party. EBMS's Countdown to Kindergarten Parade is part of a weeklong event that the City of Boston sponsors for children starting kindergarten each September.

Expo Four Corners 2003

The Expo Four Corners 2003 was held on September 13, 2003 and featured activities for the entire family. This old fashioned street fair has become a tradition in Four Corners. It is held right after the start of school, while energy is high and enthusiasm is peaked. The response to the district's invitation to "celebrate life" is growing with each passing year. By blocking off Washington St. from Bowdoin St. to Park St., there was room for everything from a basketball shoot-off to a DJ with the latest hits. The aroma of hot sausages with onions and peppers and fish and chips drifted down the street. This combined with the allure of ethnic jewelry and the yells of young children running to get popcorn, cotton candy, face-painting and then to the "jump-about" - creating an atmosphere of good times and high spirits.

Happenings on Main Streets

- ❖ *Mission Hill Calendar Debut @ Gallery Diablo 9/18/03*
- ❖ *HJSMS Mural Re-dedication & Check Presentation 9/20/03*
- ❖ *Fleet Bank Check Presentation 9/22/03*
- ❖ *AVMS "Rock the Village" O'Brien's Pub 10/9/03*
- ❖ *Urban Forum II, 10/8 – 10/10/03*
- ❖ *West Roxbury Annual Meeting, 10/15/03*
- ❖ *AVMS "Rock the Village" Harper's Ferry 10/16/03*
- ❖ *We Believe in Brighton, Jazz on Main Streets, 10/18/03*
- ❖ *Centre/South Fundraiser Artist Ball 10/25/03*
- ❖ *RVMS Halloween Road Race 10/25/03*
- ❖ *AVMS "Rock City Prom" The Kells 10/26/03*
- ❖ *AVMS 5th Annual Washington Allston Birthday Breakfast 10/31/03*
- ❖ *Centre/South "JP Thursdays", Every Thursday Shop Late 'Til 8.*
- ❖ *RVMS Farmers Market, Saturdays thru October*

Urban Forum II

October 8-10, 2003

Following up on its smashing debut in Boston in June 2002, Urban Forum II is slated to be the premier national conference addressing the issues and concerns of urban commercial corridor revitalization (CCR) professionals. Hosted by the friendly folks in Philly, this 2.5 day conference, scheduled from October 8-10, seeks to address burning questions related to a myriad of CCR hot topics: smart growth, safety and cleanliness, historic preservation, creative financing for real estate projects, marketing and promotions, gentrification, business recruitment, market analysis, and much more!



Festival of Fire, June, 2003
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